

## ORDER



**Orders**  
**Order / Rev:** 170043  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 64 (35+)  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 11/02/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave Ste 306  
 Towson, MD 21286-1002

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** 60 Plus Association  
**Demographic:** A25-54  
**Product Codes:** PL2  
**Priority:** 1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	39	\$62,875.00	\$53,443.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	39	\$62,875.00	\$53,443.75	0.00
<b>Totals</b>	<b>39</b>	<b>\$62,875.00</b>	<b>\$53,443.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$62,875.00
Market	100%	\$251,500.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$62,875.00
KMSP	25%	\$62,875.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$62,875.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	11/01/12	11/05/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--- 1---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--- 1---			1		\$1,000.00		0.00				
		Week: 11/05/12	11/11/12	-----			0		\$1,000.00		0.00				
E 2	M	11/01/12	11/05/12	M-F GMA M-F GMA	CM	7-9a	1--- 1--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: 60 Plus Association  
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 Estimate: 64 (35+)

KSTP-TV, LLC and KSAX-TV

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E 2	M	11/01/12	11/05/12	M-F GMA M-F GMA	CM	7-9a	1---1--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,000.00		0.00			
E 3	M	11/01/12	11/05/12	M-F Midday News M-F Midday News	CM	11a-12p	1--1---	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$350.00		0.00			
E 4	M	11/01/12	11/05/12	M-F 3-4p Twin Cities Live	CM	3-4p	1--11--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$225.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$225.00		0.00			
E 5	M	11/01/12	11/05/12	M-F 4-430p Millionaire	CM	4-430p	1--1---	:30	2	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	M	11/05/12-11/11/12	M-F 4-430p		4-430p	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
				Credited											
E 6	M	11/01/12	11/05/12	M-F 430-5p News 430p News	CM	430-5p	1--1---	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$600.00		0.00			
E 7	M	11/01/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	1--1---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,200.00		0.00			
E 8	M	11/01/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--1---	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
E 9	M	11/01/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--1---	:30	2	\$1,500.00	2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,500.00		0.00			
E 10	M	11/01/12	11/05/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1--1---	:30	2	\$2,100.00	1	0.00	NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$2,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,100.00		0.00			
E 11	M	11/01/12	11/05/12	M-F 1102p News thru 1/ M-F 1102p News	CM	1102-1132p	2---1--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	2-----		2				\$600.00		0.00			
E 12	M	11/01/12	11/05/12	Sa 6-7a Sat 6a News	CM	6-7a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 13	M	11/01/12	11/05/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	M	11/01/12	11/05/12	SA GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 14	M	11/01/12	11/05/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----1-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 15	M	11/01/12	11/05/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 16	M	11/01/12	11/05/12	SU GMA Su GMA	CM	7-8a	-----1	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 17	M	11/01/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----2	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2		2				\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 18	M	11/01/12	11/05/12	Su 530-6p Su 530-6p News	CM	530-6p	-----2	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2		2				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 19	M	11/01/12	11/05/12	Sunday Prime A America's Funniest Home Videos	CM	6-7p	-----1	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
E 20	M	11/05/12	11/05/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 21	M	11/01/12	11/05/12	M-F The View M-F The View	CM	10-11a	1---1--	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$800.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$800.00		0.00			
N 22	M	11/01/12	11/05/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----S-	:30	1	\$3,500.00	1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 23	M	11/01/12	11/05/12	Sunday Prime C Revenge	CM	8-9p	-----1	:30	1	\$7,000.00	2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$7,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,000.00		0.00			
N 24	M	11/05/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$12,000.00	1	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$12,000.00		0.00			
N 25	M	11/04/12	11/04/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00

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N25	M	11/04/12	11/04/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12		-----S	1		\$600.00		0.00						
													Totals	39	\$62,875.00